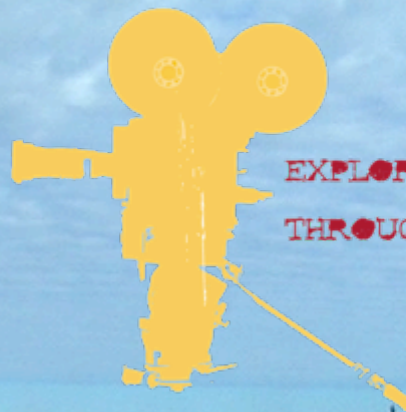


BOILER LIFE



EXPLORING LIFE / INSPIRING CHANGE
THROUGH THE ARTS AND EDUCATION

2014 Sponsorship & Donor Packet

...Join the Journey

THE BOLDERLIFE VISION

Here at BolderLife, we believe in a world that holds space for the whole spectrum of the human experience. We believe in the power of standing and facing the truth with integrity, no matter how that truth manifests itself in tenderness, love, rage, or despair. We believe in building a worldwide community that practices inclusion, has difficult and courageous conversations, and embraces the beauty of diversity. We invite all stories, from the hate-filled misguided adolescent to a mother who unconditionally loves her child, from the forgotten grandparent with Alzheimer's preparing for solitary death to the brave and generous everyday hero, from the sick and fatigued cancer patient to the passionate lover, from the thriving and energetic athlete to the inspired and stretched artist, and all the vast and infinite ways in which life is embodied.

We believe that freedom, love, dignity, grace, presence, and purpose are experienced through fearlessness and non-judgment in all moments, leading to more a courageous and fulfilled life. Ultimately, we seek to celebrate and inspire solutions that promote a more conscious approach to living, whether on a personal, community, or global level, inspiring everyone to live a Bolder Life.

THE MISSION

Exploring Life - Inspiring Change through the the Arts and Emotional Education

Bolder Life is a 501c3 non-profit that supports emotional education and growth with programming aimed at high-school students and the wider community. We introduce difficult and taboo topics through film, theatre, and dance, then deepen the conversation with professional speakers and workshops that help audiences explore discomfort, cultivate mindfulness, and live in courage. Our event brings community together to learn and grow both locally at our yearly event and internationally through our live-stream.



WELCOME TO DENVER, COLORADO

DENVER DEMOGRAPHICS

- Population: 2.6 million
- Denver is the nation's most highly educated city with the highest percentage of high school and college graduates.
- Median Household Income: \$47,499
- Median Age: 35
- Denver is the "Baby Boomer" capital of America with the highest percentage of boomers of any major U.S. city.
- Denver has the nation's second largest performing arts center. The Denver Performing Arts Complex has eight theaters seating over 9,000 people.
- Denver citizens contribute more public funding for the arts per capita than any other U.S. city.

PROGRAM DETAILS

Program Forecast

- 3 Separate Themed Student Programs offered over 5 days with International Films
- 4 Festival Days for the wider Community
- Opening/Closing Galas
- 20+ International Films
- 9 Short Local Plays within Theatre Program
- Educational Workshops
- Filmmaker Talkbacks
- Panel Discussions
- Community Partners
- 2 Original Dance Performances
- Women's Program
- Original and Local Fine Art & Music
- Attendance Forecast: 2500-5000

FESTIVAL DETAILS

LOCATION

The Holiday Event Center
2644 W. 32nd Avenue
Denver, CO 80211
<http://hecdenver.com/>

DATES

October 13th-19th, 2014

CONTACT INFO

General Information

Phone: 303.818.4645

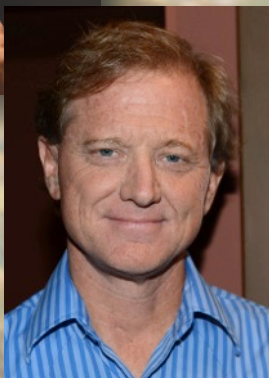
Email: info@bolderlifefestival.com

www.bolderlifefestival.com

FESTIVAL HISTORY

The festival was conceived as a program that closely examines the physical, emotional, and spiritual challenges and achievements we face in life. The primary vehicle of the festival is through the arts in inspirational and thought-provoking films, original plays, dance performance, fine art, and music through which we promote a more conscious approach to how we live and highlight the courage and triumph of the human spirit.

On September 1, 2011, the concept came to fruition over the course of 4 days. The festival was a heartwarming success with over 1000 people in attendance. We hosted an array of filmmakers from as far away as Germany and England. Our film, theatre, and art selection brought laughter, tears, and applause and inspired in-depth discussion. To provide the audience with an opportunity to explore further the topics raised, educational presentations, workshops, and panels were offered in tandem with the artistic platforms.



We are proud to have hosted a series of guest and VIP speakers including Dr. Temple Grandin (author, educator, champion of rights for the autistic), Colorado Congressman Jared Polis, Boulder International Film Festival Director Kathy Beeck, actress Jessica Clark, author Rosalind Wiseman, filmmaker Jamie Redford, teacher Judith Simmer Brown, singer Hazel Miller, LGBTQ spokesperson Rose Garcia, motivational speaker Craig Zablocki, teachers Jenny Ferry and Mark Andreas, all speaking over a range of topics from bullying to Buddhism, Soul Sex to conflict resolution, gardening to the grieving processes.

THE 2011 PROGRAM FEATURED

30 International Films, 9 Original Plays, 8 Local Fine Artists, 18 Educational Programs, 6 Local Musicians

THE 2012 PROGRAM FEATURED

46 International Films, 9 Original Plays, 4 Local Fine Artists, 13 Educational Programs, 2 Dance Programs, 9 Local Musicians

THE 2013 PROGRAM FEATURED

36 International Films, 6 Original Plays, 1 Original Dance Performance, 13 Educational Programs, 6 Local Musicians and 6 Local Fine Artists

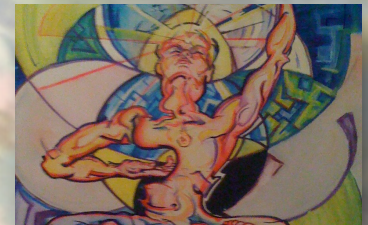
FESTIVAL PROGRAMS

THE ARTS

We use the arts as a vehicle for Exploring Life and Inspiring Change because art is one of the most powerful levers in bringing light into darkness. Research has shown that the arts are a vital component in emotional education.

The components of our artistic programming are:

- **FILM:** International short and feature-length films are carefully selected to shed light on timely topics to cultivate discussions that create a platform for growth, learning and inspiration.
- **THEATRE:** Original plays are selected each year that are in alignment with our vision. International playwrights and local actors and directors work together to provide a diverse and thought-provoking theatre program.
- **DANCE:** We are joined each year by regional choreographers and dance companies committed to probing pressing issues, expressing complex emotions, and communicating information both current and primal on levels beyond and below rational understanding, in order to plumb the depths of human awareness, relationship and existence.
- **FINE ART:** A variety of original artwork by local artists is showcased throughout the venue that complements and celebrates the spirit and vision of the festival.
- **MUSIC:** Live music performances by local artists are held during the opening and closing night festivities.



FESTIVAL PROGRAMS

EDUCATION

In order to implement the vision of BolderLife, we engage in difficult conversations about life experiences. We bring in presenters and educators who have studied the numerous ways in which we encounter struggle and teach practices to move through these struggles with courage and grace.

- **FILMMAKER TALKBACKS:** We host filmmakers from around the world who attend the event to help shed light on the theming of their films.
- **PANELS:** Expert panels are brought in to facilitate discussions about various topics presented during the festival's programming to assist audience members in deepening the conversation about these difficult topics.
- **CALL2ACTION:** Our Call2ACTION Program is a defining piece of the BolderLife Festival. Throughout the festival, local organizations partnering with the BolderLife Festival will staff tables with help and information to further the discussion on a selection of our film topics.
- **GUEST SPEAKERS:** Each year BolderLife hosts keynote speakers to speak in alignment with the mission and vision of the festival or one of our festival topics.



STUDENT PROGRAM

The BolderLife Student Program was created to support emotional education and growth with programming aimed at high-school students. We introduce difficult and taboo topics through film then deepen the conversation with our community partners, professional speakers and workshops that help youth explore discomfort, cultivate mindfulness. and live in courage.

THE PROGRAMS

•Past Programs have included: Creative Ways Out of Conflict and LGBTQ Community Outreach.

•2014 Programming:

This year's themes are prevention of bullying and teen suicide, fostering empathy through education around human trafficking, and balancing stress to find healthy pathways to leadership.

2014 PROGRAM

Participating schools have the option to select one or more of our themed programs. Each program consists of one full school day of inspirational and thought-provoking speakers, workshops, and films tailor-made to connect with and have an impact on high school-aged youth.

PAST SUCCESS

- One student came out as being transgendered and a moment later one of her peers announced that he would never again tolerate bullying and that he would "have her back." The experience was transformative for everyone involved.
- A participating high school administrator told us that "BLF was one of the most powerful educational experiences we have had outside of school."

Denver Youth Statistics We Are Actively Changing

- Graduation Rate = 3 out of 10 students
- Suicide is the second cause of death in Denver youth

ARTISTIC DIRECTOR

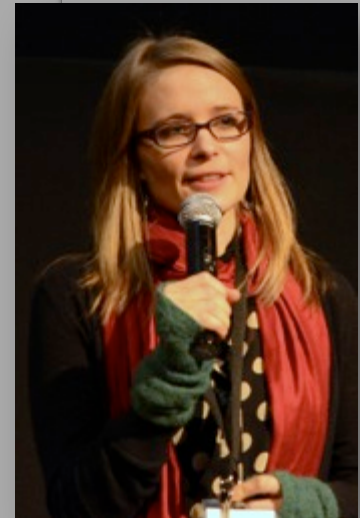
The Artistic Director of the BolderLife Festival, Erin Kelly, is a visionary with the unique ability to connect with the human condition and to develop programming which defines the meaning of this unique experience.

Erin's extensive knowledge in and of the film and production industry started in 2003 when she became a founding member of The Ruskin Group Theatre in Santa Monica, CA. While there, Erin co-created and produced the critically acclaimed LA Cafe Plays. Also in 2003, Erin began work as an actress in commercials and short films.

Her first feature film, *Loving Annabelle*, has become a top-selling cult film that explores the complexity and controversy of love and struggle between two women. Since then, she has served as a producer and actor for a variety of independent films, network TV shows, and web series.

In January 2009, Erin launched her own production company, Rock Rose Entertainment LLC, through which she produced a successful monthly theatre project called Hitching Post Theatre, a handful of short films. She also launched the Indie Colorado Cinema Experience (ICCE), showcasing Colorado films. Erin currently has several films in various phases of production under Rock Rose Entertainment.

Erin's latest endeavor, iLEAP, is a coaching/consulting organization that aims to inspire leadership, empowerment, authenticity and passion into the lives of individuals and groups around the world.



WHAT THE COMMUNITY SAYS ABOUT BOLDERLIFE

I had a fabulous time both as a participant, volunteer, and panelist on a non-violence panel for the BolderLife Film Festival. The festival had a wonderful community feel and the films and plays were so thought-provoking, inspiring and touching. They brought me to a deeper sense of connection to what matters in my life. I wish I had seen more of them and look forward to this year's festival! --Mark Andreas is the author of Sweet Fruit From the Bitter Tree -- Participant, Volunteer, and Panelist for BolderLife



*I thoroughly enjoyed my time at the film festival last year. The staff was wonderful to work with and put on a great event. I participated in a live radio show and a very lively Q&A discussion after the screening of my film *The Greater Good*, all of which helped to spread the word about the very important vaccine debate. Thanks to all for a terrific weekend.* --Leslie Manookian Producer/Director of *The Greater Good*

The BolderLife Festival is a totally unique, must-see event. Like the best festivals, it's thoroughly entertaining. But unique and true to its name, it raises the big questions about why we're here and why we matter. The BolderLife Festival is a life-changing experience. --Erich Toll -- Writer/Director of the Play, *Oh! The Humanity*

WHAT PARTICIPANTS SAY ABOUT THE STUDENT PROGRAM

This isn't just a film festival, it's an experience that will open your eyes to new things. I enjoyed being able to participate and share personal stories with my peers. These things help us all grow as humans. --Jeremiah D., Student

I wasn't sure what to expect, this being the first year of the Student Program, but I was definitely impressed. This is the kind of exposure our students need. I am so grateful that the people of the BolderLife Festival were thoughtful enough to include a program for high school students. --Paul P., Administrator

It was a great opportunity for our students to step outside of their comfort zone and learn about cultures that are different than their own. --Leah K., Teacher

I felt proud of how honest and articulate our students were about their learning issues in the student panel. --Carey E., Teacher



HOW WE REACH OUR AUDIENCE

BolderLife is a growing force for audiences in the Denver metro area, as well as nationally and world-wide through our Live Streaming program.

Here are our numbers:

- Local Mailing List: 2600
- Facebook Following: 4600
- Alignable (Denver Local Business Network): 8900
- Other Social Media Networks: 1000
- Web Hits: 1500 unique hits monthly in Festival off season

Attendance:

The BolderLife audience consists of several different groups of people. On average each year we have the following numbers directly involved in the festival. Each of these individuals has their own mailing list and following which allows us to reach an even broader group of people.

- Staff: 16 key staff, 30 volunteers
- Sponsors and Donors: 56
- Local and International Artists: 50
- Community Partner Relations: 30
- Live Streamers: 100-200 per program

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THROUGH THE ARTS AND EDUCATION

JOIN OUR MISSION THROUGH SPONSORSHIP OR DONATION

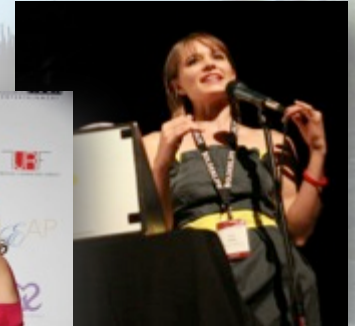
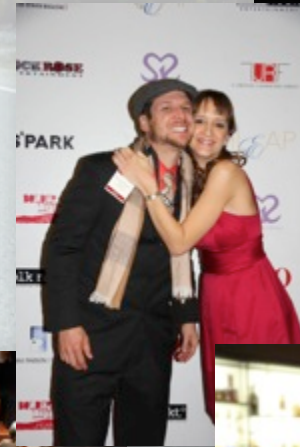
There are several ways you can contribute to BolderLife and every little bit or large bit helps!

BENEFITS OF YOUR CONTRIBUTION

The BolderLife Festival will attract an eclectic mix of film and theatre enthusiasts, artists, students, healthcare professionals, and others to this very unique festival platform. By sponsoring BolderLife Festival, you're helping to:

- Educate the attendees
- Support the arts on a local and national level
- Support local talent
- Showcase new talent
- Provide incentives to filmmakers by highlighting our city and region
- Provide a networking forum
- Promote tourism
- Inspire community collaboration
- Bestow awards/recognition
- Build an infrastructure for future festivals and arts collaborations

EXPLORING LIFE / INSPIRING CHANGE
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CHOOSE YOUR SPONSORSHIP PACKAGE

SPONSORSHIP PACKAGES		IN KIND SPONSOR	BRONZE \$250	SILVER \$500	GOLD \$750	PLATINUM \$1,000	FESTIVAL ANGEL \$2,000	FESTIVAL ANGEL \$3,000	FESTIVAL ANGEL \$5,000
PRINT	Logo or company name in Festival Program.	*	*	*	*	*	*	*	*
	Logo Placement on festival Posters						*	*	*
	Logo Placement on Festival Postcards							*	*
	Logo Placement in Print Ads								*
THEATRE	Logo Placement in Festival Reel Played Prior to all Programs			*	*	*	*	*	*
	Verbal Announcements During Festival Highlighting Sponsors During Opening and Closing Night Ceremonies						*	*	*
	Space on Promotional Table at Opening Gala				*	*	*	*	*
	Logo or name on Sponsor Poster at Venue		*	*	*	*	*	*	*
	Logo on Step & Repeat Board					*	*	*	*
DIRECT ACCESS	Opportunity to Headline and Host Official Party or Event						*	*	*
	Opportunity to Introcue a Screening or Speaker						*	*	*
	Opportunity for Product Distribution to Festival Attendees	*	*	*	*	*	*	*	*
	Product Placement in all Welcome Packets for VIP's	*	*	*	*	*	*	*	*
MEDIA	Banner Ad on BolderLife Home Page with link							*	*
	Solo blog featuring Contributor on Festival website		*	*	*	*	*	*	*
	Logo on Bolderlife Sponsor Web Page with link	*	*	*	*	*	*	*	*
	Social Media Promotions	*	*	*	*	*	*	*	*
	Multiple Social Media Promotions							*	*
	Highlighted in Festival Newsletter			*	*	*	*	*	*
	Mention in Festival Press Releases							*	*
	Mentions in Festival media interviews								*
FESTIVAL PASSES	Program Pass (access to one program- excluding VIP speakers and galas)		*	*	*	*	*	*	*
	VIP Pass (access to all Festival offerings including Galas and dinners)		(2)	(2)	(5)	(5)	(5)	(5)	(5)
				*	*	*	*	*	*
				(1)	(1)	(2)	(2)	(2)	(3)

CHOOSE YOUR DONATION PACKAGE

BOLDER INDIVIDUAL/PRIVATE DONOR PACKAGES		FRIEND \$60+/year	FRIEND WITH BENEFITS \$120+/year	LOVER \$500- \$2500+/year	LEADER \$3000- \$5000+/year	DIRECTOR'S CIRCLE 10000+/year
MERCH	BLF T-Shirt	*	*	*	*	*
	BLF Pen		*	*	*	*
	BLF Stress Ball			*	*	*
DIRECT ACCESS	Access to our behind-the-scenes "Special Page for Special People" page on our website	*	*	*	*	*
	Personal updates from festival director about the progress and planning of the festival			*	*	*
	Meet one-on-one with a festival director to offer your expertise and input on areas of interest and knowledge to you				*	*
	Quarterly Financial and Progress Reports				*	*
	Invite to semi-annual Board meetings to determine direction and theming of festival events					*
	Invite to sit as an Advisory board member					*
EVENTS	2 program tickets for the annual BolderLife Festival	*	*	*	*	*
	Invite to one members-only event	*	*	*	*	*
	Free entry to all BolderLife pre-festival events		*	*	*	*
	1 VIP pass to the annual BolderLife Festival			*	*	*
	Additional VIP pass to the annual BolderLife Festival				*	*
WEB/ MEDIA	Name listed on BLF Website	*	*	*	*	*
	Name listed In Festival Program	*	*	*	*	*
	Solo article featuring contributor on Festival website if desired			*	*	*

WE LOOK FORWARD TO WORKING WITH YOU

Ultimately, we seek to celebrate and inspire solutions that promote a more conscious approach to life, whether on a personal, community, or global level, inspiring everyone to live a Bolder Life.

We hope you will join us in this effort and look forward to working with you.



I Just
I got **BOLDER**